

AMOR FATI



What in the world does Amor Fati mean? If you know, then you are in the one in a thousand that do. It literally means, “Love Our Fate.” What, you ask? Why would I love my fate, and what in the blazes does this have to do with my business?

Right now, we are facing an onslaught of problems – economic, social, spiritual. The very foundations of our country are under attack. Our elderly and most vulnerable are dying from a disease sent to us from Communist China. We have the most polarizing President since Lincoln. What lunatic would suggest that we “love” this fate?

We’ve all heard the maxim, “You cannot control what happens to you in life, but you can always control what you feel and do about what happens to you.” That is Amor Fati, in essence. By no means does Amor Fati say, “Okay, your business was looted/burned down/closed down, and you’re facing serious hardship. Accept it, love it, and do nothing.” Instead, Amor Fati tells you that you have a choice in how you perceive your circumstances. Don’t waste time being a victim. Don’t spend time feeling sorry for yourself. Thank God you’re still alive. Make every second count. Take control of your feelings and stop wishing for something else to happen – create your own future.

It’s not often that I quote Nietzsche. He and I differ on most things, but we absolutely agree on Amor Fati. Here is what he said –

“My formula for greatness in a human being is amor fati: that one wants nothing to be different, not forward, not backward, not in all eternity. Not merely bear what is necessary, still less conceal it... but love it.”

Remember Russell Crowe’s character Maximus in *Gladiator*? When asked what to do when death smiles at you he said, *“Smile back.”*

Action indicates priorities. Are you down and discouraged? Think, act, fight. Obstacles can be seen as opportunities. Why? Because THEY ARE opportunities.

Whatever it is that you’re facing right now – maybe you have no more cash, and you’re business is on the rocks, maybe you’re battling COVID, or you have a very sick relative – greet your challenge like Maximus did, with a smile.

I realize how easy it is to say these things and how hard it is to practice Amor Fati. There is a ton of free information and discussion about Amor Fati online. Google the term and follow where it leads.

For whatever it’s worth, I practice what I preach. Amor Fati has gotten me through the most serious of life’s challenges. If you combine Amor Fati with a belief in a Loving God, then you have a philosophy that will see you through any storm.